Index to Volume 151

The index to Volume 151 consists of three parts: a subject index, an author index, and an advertising index. The subject index is made up mainly of key words and terms; it also notes all regular columns, and under the respective column headings, the titles of all installments, editorials, and books reviewed. The complete titles of articles are shown in the author index after the name of the primary author.

Issue	Pages
Jan-Feb	1- 48
Mar-Apr	49- 96
May-June	97-144
July-Aug	145-192
Sept-Oct	193-240
Nov-Dec	241-288

Subject Index

Accounting see Financial Management Advertising, and the Federal Trade Commission, 68,

Advertising for the profession, 247

Advertising index, 48, 73, 144, 192, 240, 272

Aging, psycho-social aspects of, 88

Aging see also Geriatric patient

Amortization, 62

Apoteksbolaget, 38

Audio-visual instruction, effect on drug knowledge. understanding, and compliance, 134

Audit, third party, 216

Australia, drug usage in, 229

Back-up, for computer systems, 258

Bad debts, 64

Boards of pharmacy, and computer systems, 16,

52; and labeling of generic drugs, 210

Book reviews, 48, 72, 143, 144, 191, 239, 271

Containing Costs in Third Party Drug Programs,

Selected Bibliography and Abstracts, 143 Contemporary Writings on Long-Term Care Pharmacy, 48

Crisis in Health Care, 143 Federal Control of Pharmaceutical Costs, The MAC Experience, 239

Handbook of Nonprescription Drugs, 271 Hazards of Medication, Second Edition, 144 Human Aspects of Hospital Pharmacy Man-

agement, Three Vignettes, Volume 1, 239

Legal Aspects of Health Administration, 271 Medication Teaching Manual: A Guide for Patient Counseling, 48

Nonprescription Drugs-You and Your Pharmacist, 191

The Office-Based Family Pharmacist, 48 Pharmacy in Health Care and Institutional Sys-

tems, 72

The Pharm. D. in Industry, 48
Problems in Hospital Law, Third Edition, 191

Proceedings of the Third International Conference on Pharmacy Economics, 72

Recollections—A Medical Scientist Remembers,

Side Effects of Drugs Annual 3 1979, 191

Bottom-up budget, 157 Break-even analysis, 211

British prescriptions, survey, 224

Budgeting, 156

Business philosophy, in pharmaceutical marketing,

Case Studies, Management, see Management Case

C. E. Focus, 111, 206

A tale of two problems, 111

Trends in pharmacy continuing education, 206 Collonade Pharmacy (case study), 196 Communication, pharmacist-physician, 273

Competence, and continuing education, 112, 281

Compliance, effect of instruction on, 134

Computer, and pharmacy rules and regulations,

Computer Counsel, 16, 52, 108, 170, 205, 258 Back-up: insurance for your pharmacy operation, 258

Board approval of computer systems?, 52 The importance of contracts, 170

Patient counseling or longer coffee breaks?,

Pharmacy rules and regulations and the computer, 16

Reactions to interactions, 108

Computerization, and pharmacist work patterns, 180

Computer systems, board approval, 52

Consumer patronage motives, 185 Consumer purchase decisions, 105

Continuing education, legal duty to participate, 281; organization and administration, 44; see also C. E. Focus

Contracts, pharmacy computer, 170; third party program, 114

Contract theory, 250

Contributing editors to Pharmacy Management, 4,

Controls in third-party programs, 53

(continued on page 286)

(continued from page 285) Correction notice Cost recovery from per diem charges (July-Aug 1979), 234 Cost allocation, in pharmacy, 235 Cost analysis, prescription department, 235 Cost containment in third-party programs, 53 Cost of goods sold, 62 Cost recovery from per diem charges, 151 Counseling, time for, following computerization, Crime, in Pennsylvania and Mississippi pharmacies. 219 Damages in contract claim, 252 Deceptive trade practices, 109 Defense of contract claim, 251 Depreciation, methods of calculation, 60 Dispensing cost, 235; and pharmacist labor allocation, 174 Drug charges, per diem, 151 Drug efficacy study, 160
Drug insurance and OTC preparations, 254 Drug insurance see also Third Party Line Drug interactions, computerized monitoring, 108 Drug knowledge, understanding, and compliance, effect of instruction on, 134 **Drug product selection,** 109; and "new drug" status of generic copies, 160 Drug profiles see Medication profiles Drugs, perceptions of elderly, 90 Drug transactions, nonprescription, legal issues in, Drug usage in Australia, 229 Drug wholesaler-pharmacy interface, 74 Earning power, 123 Editorial advisory board—1979, 7 Editorials, 3, 51, 99, 147, 195, 243 Commercialism in pharmacy-who's responsible?, 147 Has the pendulum swung too far?, 51 Should pharmacists stock only the "best" OTC drugs?, 195 The uniform cost accounting system, 99

Unity in pharmacy: rhetoric vs. reality, 243 Welcome to the inaugural issue, 3 Education, continuing, 44; legal duty to participate, 281; see also C. E. Focus Education, patient, effect on drug knowledge, understanding, and compliance, 134 Efficiency ratios, 13, 121 **Elderly,** perceptions regarding pharmacies, drugs, and pharmacists, 90 Elderly, psycho-social aspects, 88 Employee motivation, 214, 269 Expenses, non-cash, and tax liability, 60 FDA see Food and Drug Administration

Federal Trade Commission, 68, 109, 209 Financial and managerial accounting, 18 Financial Management, 18, 60, 120, 156, 211, Break-even analysis, 211 Budgeting, 156

Cash flow planning and control in a pharmacy, Introduction to financial and managerial ac-

counting, 18 Ratio analysis, 120 Reducing tax liability by maximizing non-cash

expenses, 60 Financial policy, 122

Flexible cost budget, 158
Food and Drug Administration, 160; and "passing

Generic drugs, "new drug" status of, 160 Geriatric patient, and pharmaceutical services, Great Britain, prescription survey, 224 Hiring an intern, 202 Hospital organization theory, 55 Institutional Practice Management, 19, 55, 102,

151, 214, 269

Another day, another dollar-a primer on motivation Part I. "It seems like nobody wants to really work anymore," 214

Another day, another dollar—a primer on motivation Part II. How do you make this thing work?, 269

Cost recovery from per diem charges, 151 Hospital organization theory: variations on a classic theme, 55

Professions in modern society: contract vs. covenant, 102

Yesterday's mashed potato: theory, practice, and change in institutional practice management,

Instruction, effect on drug knowledge, understanding, and compliance, 134 Insurance, drug, and OTC preparations, 254 Insurance, drug, see also Third Party Line

Interns, pharmacy, 202, 267 Inventory costs, 238 Inventory systems, 62

Job and life satisfaction, practitioner, 29 Labeling, and "passing off" of drugs, 210 Labor allocation, pharmacist, standard time approach to, 174 Lannett case, 161

Legal Blotter, 25, 68, 109, 160, 200, 250 The law-what it is and isn't, 25

Legal issues in nonprescription drug transactions,

Legal responsibility for the acts of others, 200 The "new drug" status of generic copies: a factor in drug product selection, 160 The pharmacist and the FTC: Part I, 68

The pharmacist and the FTC: Part II, 109 Letters, 101

Liability for acts of others, 200 Liability for manufacturer's claims, 109 Liability, in nonprescription drug transactions,

Listening, art of, 154

Management Case Studies, 9, 148, 196, 244 Collonade Pharmacy, 196 The marginal pharmacist, 244

Midvale Prescription Pharmacy, 148 Wilshire Pharmacy, 9

Management, time, in pharmacy practice, 70 Managerial and financial accounting, 18 Marginal pharmacist (case study), 244

Marketing for Professionals, 21, 65, 105, 164, 209, 247

Advertising for the profession, 247 The importance of a business philosophy in pharmaceutical marketing, 65

Increasing the demand for pharmaceutical services by understanding the consumer's purchase decision process, 105 Marketing: relevance to professional practice,

21 "Passing off": a current legal issue in marketing

of pharmaceuticals, 209 Planning for pharmacy marketing, 164 Marketing mix strategies, 167

Marketing strategy, and pharmacy image, 127 Maslow's need hierarchy theory, 215 Medication profiles, implementation, implementation plan, 168

Midvale Prescription Pharmacy (case study), 148 Motivation, employee, 214, 269

Negligence theory, 252

"New drug" status of generic copies, 160 Nonprescription drugs under prepayment programs, 254

Nonprescription drug transactions, legal issues in, Nursing homes, pharmacy in, 91

Organization theory, hospital, 55 OTC drugs under prepayment programs, 254 OTC drug transactions, legal issues in, 250

"Passing off", in marketing of pharmaceuticals, Patient counseling, time for, following computeri-

zation, 205 Patient information, effect on drug knowledge,

understanding, and compliance, 134 Patient profiles see Medication profiles

Patronage motives, 185

Per diem charges, cost recovery from, 151
Personnel Management, 23, 70, 154, 202, 267
The art of listening, 154
Hiring an intern: the employer's view, 202
No "cookbook" answers to personnel issues,

23 Selecting an internship: the intern's view, 267 Some tips on time mangement in pharmacy practice, 70

Personnel motivation, 214, 269
Pharmaceutical Benefits Scheme, Australia, 229 Pharmaceutical education, continuing, 44, 281; see also C. E. Focus

Pharmaceutical services and the geriatric patient,

Pharmaceutical services, demand for, 105 Pharmacies, perceptions of elderly, 90 Pharmacist, and Federal Trade Commission, 68, 109, 209

Pharmacist labor allocation, standard time approach to, 174

Pharmacist-physician communication, 273 Pharmacist, role of, to aged, 85

Pharmacists, perceptions of elderly, 90 Pharmacist work patterns following computerization, 180 Pharmacy crimes, 219

Pharmacy-drug wholesaler interface, 74 Pharmacy image and marketing strategy, 127

Pharmacy, in skilled nursing facility, 91 Pharmacy, in Sweden, 38 Pharmacy interns, 202, 267

Pharmacy law see Legal Blotter Pharmacy layout, 196

Pharmacy marketing, planning for, 164 Pharmacy patronage motives, 185

Pharmacy rules and regulations and the computer, Pharmadyne case, 162

Philosophy, business, in pharmaceutical marketing,

Physician-pharmacist communication, 273 Planning for pharmacy marketing, 164 Prepayment, and drug benefits, Prescription department cost analysis, 235

Prescription survey, British, 224 Privity, 252 Product concept, in pharmacy, 66

Professional practice, relevance to marketing, 21 Professions in modern society, 102

Profit-volume graph, 212 Promotion, and advertising for the profession, 247

Psycho-social aspects of aging, 88 Purchase decision process, 105 Rate of return, 12: Ratio analysis, 120

Regulations, pharmacy, and the computer, 16 Respondeat superior, 200

Revenue break-even analysis, 213 Role ambiguity, practitioner, 29

Satisfaction, job and life, among practitioners, 29 Selling concept, in pharmacy, 67 Situational analysis, and pharmacy marketing,

Skilled nursing facility, pharmacy in, 91

Solvency, 120 Standard cost budget, 158

Standard time approach to pharmacist labor allocation, 174

Survey of British prescriptions, 224

Swedish pharmacy, 38

Tax liability and non-cash expenses, 60 Third Party Line, 26, 53, 114, 171, 216, 254

Containing costs, 53 Coverage of OTC preparations under prepayment programs, 254

Evaluating third-party prescription program contracts, 114

Prescription drug coverage: insurance or prepayment?, 171

The third party audit: a practitioner's view, 216
Third party drug programs: an overview, 26
Third party programs, and popprescription drugs

Third party programs, and nonprescription drugs, 254

Time break-even analysis, 213

Time management in pharmacy practice, 70 Top-down budget, 156

United Kingdom, prescription survey, 224 Vicarious liability, 200

Warranties, 110, 250

Wholesaler-pharmacy interface, 74 Wholesalers, Sweden, 42

Wilshire Pharmacy (case study), 9

Wilson, Stephen, Pharmacy Seminar, 83
Work patterns, pharmacist, following computerization, 180

Work setting, effect on job satisfaction, 34

Author Index

Abood, Richard R. The "new drug" status of generic copies: a factor in drug product selection, 160 Baldwin, H. John Collonade Pharmacy, 196

Baldwin, H. John Prescription purchasers' patronage motives. 185

Baldwin, H. John see also Siecker, Bruce R., 9 Bond, William S. Book review, 271

Brodie, Donald C. see Miller, Barrie R., 229

Brusadin, Rinaldo A. The third party audit: a practitioner's view, 216
Burton, Gene E. see Pathak, Dev S., 74

Campbell, William H. Book review, 72 Clark, Thomas R. see Green, Timothy, 244 Cotton, Hugh A. Midvale prescription pharmacy,

148
Critchfield, Lou Anne Pharmacist-physician com-

munication, 273

Curtiss, Frederic R. see Hammel, Richard J., 29

Curtiss, Frederic R. see Hammel, Hichard J., 29 Davidson, Birgitta see Wertheimer, Albert, 38 Dickson, W. Michael The art of listening, 154 Dickson, W. Michael Hiring an intern: the employer's view. 202

Dickson, W. Michael No "cookbook" answers to personnel issues, 23

Dickson, W. Michael Selecting an internship: the intern's view. 267

Dickson, W. Michael Some tips on time management in pharmacy practice. 70

ment in pharmacy practice, 70 **Dickson, W. M.** A standard time approach to pharmacist labor allocation for cost of dispensing determination, 174

Diers, William Book review, 239

Duncan, Gerald L. see Critchfield, Lou Anne, 273
Facione, Frank P. Preface to Pharmaceutical services and the geriatric patient, 84

Fink, Joseph L. III Book reviews, 191, 271

Fink, Joseph L. III Evaluating third-party prescription program contracts, 114
Fink, Joseph L. III The legal duty to participate in

continuing professional education, 281

Fink, Joseph L. III Legal issues in nonprescription drug transactions, 250

Fink, Joseph L. III "Passing off": a current legal issue in marketing of pharmaceuticals, 209
Francis, Debra see Green, Timothy, 244

Gagnon, Jean Paul Prescription department cost analysis, 235

Gagnon, Jean Paul see also Zelnio, Robert N., 127

Garner, Dewey D. see Wetherbee, Helen, 219 Gerbino, Philip P. Book review, 144 Green, Timothy The marginal pharmacist, 244

Grover, Richard A. see Rucker, T. Donald, 254 Hammel, Richard J. An evaluation of job and life satisfaction, role conflict, and role ambiguity among young pharmacy practitioners, 29

Hammel, Robert W. Book review, 143 Helnen, J. Stephen see Hammel, Richard J., 29 Heller, William M. Patient drug information and the computer (letter), 101

Hepler, Charles D. Another day, another dollar—a primer on motivation Part I. "It seems like nobody wants to really work anymore", 214

Hepler, Charles D. Another day, another dollar—a primer on motivation Part II. How do you make this thing work?, 269

Hepler, Charles D. Cost recovery from per diem charges, 151

Hepler, Charles D. Hospital organization theory: variations on a classic theme, 55

variations on a classic theme, 55 **Hepler, Charles D.** Professions in modern society:

Hepler, Charles D. Yesterday's mashed potato: theory, practice, and change in institutional practice management, 19

Herman, Colman M. Break-even analysis, 211
Herman, Colman M. Budgeting, 156

Herman, Colman M. Introduction to financial and managerial accounting, 18

Herman, Colman M. The organization and administration of continuing pharmaceutical education, 44

Herman, Colman M. Ratio analysis, 120 Herman, Colman M. Reducing tax liability by maximizing non-cash expenses, 60

Hunter, Becky S. see Critchfield, Lou Anne, 273 Jackson, Richard A. see McKay, Alan B., 180

Jensen, Russell see Dickson, W. Michael, 202
Kayne, Ronald C. From promise to practice: pharmacy in the skilled nursing facility, 91

King, Alan S. Board approval of computer systems?,

King, Alan S. Patient counseling or longer coffee breaks?, 205

King, Alan S. Pharmacy rules and regulations and the computer, 16

King, Alan S. see also King, Judith Lauer, 101, 108, 170, 258

King, Judith Lauer Back-up: insurance for your pharmacy operation, 258
King, Judith Lauer The importance of contracts,

King, Judith Lauer The importance of contracts

King, Judith Lauer Patient drug information and the computer (response), 101

King, Judith Lauer Reactions to interactions, 108 King, Judith Lauer see also King, Alan S., 16, 52, 205

Knapp, David A. Containing costs, 53

Kramer, John E. Book review, 72 Krautheim, Daniel see Pathak, Dev S., 74

Labouvie-vief, Gisela The psycho-social aspects of aging, 88

Marino, Francis J. see Herman, Colman M., 60 McCormick, William C. Perceptions of the elderly regarding pharmacies, drugs, and pharmacists, 90

McKay, Alan B. Changes in traditional community pharmacist work patterns following computerization. 180

zation, 180

Miller, Barrie R. Observations on patterns of drug

usage in Australia, 229

Myers, Maven J. Book review, 143
Myers, Maven J. see also Fink, Joseph L. III, 281
Nelson, Arthur A., Jr. The importance of a business
philosophy in pharmaceutical marketing, 65
(continued on page 288)

Author Index

(continued from page 287)

Nelson, Arthur A., Jr. Increasing the demand for pharmaceutical services by understanding the consumer's purchase decision process, 105

Nelson, Arthur A., Jr. Marketing: relevance to professional practice, 21

Nelson, Arthur A., Jr. see also Green, Timothy,

Pathak, Dev S. The independent pharmacy-drug wholesaler interface and customer service programs: an empirical analysis, 74

Pence, Timothy D. see Critchfield, Lou Anne, 273 Pfeiffer, Eric Role of the pharmcist in providing health services to the aged, 85

Provost, George P. Book reviews, 191 Provost, George P. Editorials, 3, 51, 99, 147, 195,

Riley, David A. see Baldwin, H. John, 185 Rucker, T. Donald Coverage of OTC preparations

under prepayment programs, 254 Rucker, T. Donald Prescription drug coverage: in-

surance or prepayment?, 171

Rucker, T. Donald Third party drug programs: an

Segal, Richard see Hepler, Charles D., 214 Senst, Bonnie see Dickson, W. Michael, 267 Shannon, Michael C. A tale of two problems, 111

Shannon, Michael C. Trends in pharmacy continuing education, 206

Sharpe, Thomas, R. see McKay, Alan B., 180 Sherry, Michael see Dickson, W. Michael, 202 Slecker, Bruce R. Cash flow planning and control in a pharmacy, 260

Siecker, Bruce R. Wilshire pharmacy, 9 Siecker, Bruce R. see also Baldwin, H. John, 196 Simonsmeier, Larry M. The law-what it is and isn't,

Simonsmeier, Larry M. Legal responsibility for the acts of others, 200

Simonsmeier, Larry M. The pharmacist and the FTC: Part I, 68

Simonsmeier, Larry M. The pharmacist and the FTC: Part II 109

Sipes, Deborah R. see Critchfield, Lou Anne, 273 Smith, Harry A. see Critchfield, Lou Anne, 273 Smith, Mickey C. Book review, 239

Smith, Mickey C. see also McKay, Alan B., 180

Sogol, Elliott see Dickson, W. Michael, 267 Stitt, Richard P. Effect of audio-visual and written instruction on drug knowledge, understanding, and compliance, 134

Tomski, H. W. A survey of British prescriptions,

Trinca, Carl E. see Stitt, Richard P., 134

Watkins, C. Eugene Advertising for the profession,

Wertheimer, Albert The organization of Swedish

Wetherbee, Helen A comparison of drug-related crime in Pennsylvania and Mississippi pharmacies, 219

Wojcik, Albert F. see Baldwin, H. John, 185 Zabloski, Edward J. see Herman, Colman M., 18,

44, 60, 120, 156, 211 Zelnio, Robert N. Pharmacy image and marketing

Zelnio, Robert N. Planning for pharmacy marketing,

Advertising Index

American Association of Colleges of Pharmacy AACP Publications, Jan-Feb IBC, May-June

American Cancer Society, 113 **American Society of Hospital Pharmacists**

Handbook of Drug Therapy, Sept-Oct IBC IPA Information System, Mar-Apr IFC Management & Administration of Pharmacy-1, Jan-Feb IFC

Drug Intelligence Publications, Inc. Publications, 13, 22, 57, 64

IFC, Nov-Dec IBC

Excerpta Medica Services, Inc. Antibiotic Indications Device (AID), Sept-Oct IFC, Nov-Dec IFC

Eli Lilly and Company

Lilly Digest and Lilly Analysis Service, 241 Lilly and Dista products, 1, 49 TV spot announcements, 97, 145, 193

Philadelphia College of Pharmacy and Science Pharmacy Management, Jan-Feb BC, Mar-Apr BC, May-June BC, July-Aug BC, Sept-Oct BC, Nov-Dec BC

Acknowledgement to reviewers

Pharmacy Management is a refereed journal; all manuscripts submitted for consideration as freestanding authored articles (i.e., contributions not falling under the "departments" in PM) are evaluated by qualified reviewers. Contributing editors and members of the Editorial Advisory Board often serve in this capacity; these individuals are identified on the title page of each issue. Other reviewers who critique manuscripts also deserve to be acknowledged for their efforts in establishing and maintaining the high standards of Pharmacy Management. The following individuals, other than contributing editors and members of the Editorial Advisory Board, served as reviewers of papers during the past year:

Richard R. Abood

Patricia J. Bush

Frederic R. Curtiss

Donna Dolinsky

Robert V. Evanson

Joseph L. Fink III

James H. Granecki

Theodore Goldberg

Robert B. Greenberg

Richard J. Hammel

Robert W. Hammel

Francis C. Hammerness

Benjamin Hodes

Richard A. Jackson

Raymond Jang

Philip W. Keys

David A. Knapp

Deanne E. Knapp

Carol L. Kronus Henri R. Manasse

Robert L. Mikeal

G. Joseph Norwood

J. Joseph Pacello

Francis B. Palumbo

Dev S. Pathak

Robert E. Pearson

Joseph W. Ruane

Ruth M. Scheibner

Jesse E. Stewart

Michael H. Stolar

Bonnie L. Svarstad

Helen Wetherbee

Robert N. Zelnio

MI

